

TO: John Ellegate
FROM: Marty Owens
DATE: April 5, 1993
RE: NY State Fair

CC: Scott Steen
Please work on
obtaining the information
Needed per this memo
ASAP so that we
can make the 7/1 or
we need this info
by Fri 4/8
at the
latest.

In order to fulfill Scott Steen's request for a ticket offer for the NY State fair with a DTS of 7/1 (in Lentz by 6/1 according to policy) we must turn over art on 4/18. As you know, we will be modifying the existing art work for the ticket box & POS. However, we will have to start from scratch on the sweepstakes rules and tear pads. As we discussed previously, meeting the requested DTS for this promotion is being put into serious jeopardy since the following program details have still not yet been finalized by field sales in their negotiations with the state fair. Please help us to secure the following details immediately or we will need to discuss delaying the DTS since as it stands the agency will be operating under an unusually tight time frame.

POS & Packaging

1. Exact offer - Free fair ticket or a discount
2. Logo sheet with camera ready art of the new NY State Fair logo
3. Exact dates of the fair
4. Do you want to snipe box with sweepstakes offer, if so Sweepstakes we need exact verbiage.
1. Who will be responsible for implementing the sweepstakes?
RJR or the NY state fair.
2. Exact description of car being given away
3. Camera ready art of car being given away (if a visual of car is to appear on the tear pad)
4. Cost estimate for car being given away
5. Details as to how to enter the sweepstakes
 - a. Where
 - b. When
 - c. Do they have to fill out an official entry form or can they simply put their name on a 3 x 5 card and drop it off at the fair

6. What official judging agency will be administering the sweepstakes. (i.e. accepting entries; selecting & notifying winner; fulfilling affidavit of eligibility/release of liability/publicity/prize acceptance form; handling tax reporting on prize winner, be responsible for mailing out winners list)
7. Where will the winner pick up the prize?
8. Registration of sweepstakes with NY state agencies?
9. Who will post the surety which is required by the state of NY for the specified % of the prize value
10. Has field sales set aside money from their heavy up budgets to pay for the surety bond.

cc: Mike Fagan

51859 7222